



skin deep

ordinary people, high stakes , dramatic reveals

8 x 30' HD & 4K

From the producers who brought you 'Unveiled' & 'Changing Faces'



'Unveiled'

- Top 10 Reality show on Netflix US & UK Feb March and April 2018
- Launched as No 1 show on E! AU & NZ 2017

"Netflix's Show About Brides Getting Plastic Surgery Is Binge-Worthy As F..."

*If you're in desperate need of a new show to watch on Netflix, look no further than Unveiled. The Australian plastic surgery show chronicles brides who go under the knife before their big day, and we're seriously obsessed." **IMDB***



'Changing Faces'

- No.1 Show on Style Channel AU & NZ 2015 and 16
- Top 20 reality show on Netflix Feb and March 2018

"412 Entertainment have mastered the art of reality transformation shows. Creating a new raw breed of reality TV"

plastic & cosmetic surgery boom



412 has a history of hit shows. Producing both *Changing Faces* and *Unveiled* for E! and Style channel respectively, these shows struck a chord with audiences by looking at both the stories and patient journeys on their road to aesthetic improvement.

The number of cosmetic procedures performed on women has increased by 538% since 1997. The number of procedures for men has increased by a whopping 325% since the same year.

Each year, Australians spend approximately \$1 billion on cosmetic treatments. At a per capita rate, that is 40 per cent more than Americans.

Liposuction is by far the most popular procedure for both genders, followed by breast augmentation for women and nose surgery for men.

Men are opting to go under the knife for eyelid surgery (third place), male breast reduction (fourth) and facelifts (fifth). For women, the top five surgical procedures end with tummy tucks, breast lift and eyelid surgery.

As for non-surgical procedures? Botox (and [Brotax](#)) tops the lot, followed by hair removal, chemical peels and microdermabrasion.

[American Society for Aesthetic Plastic Surgery](#)

Life changing transformations



From Bondi Beauties wanting to enhance their attributes without having to use insta filters, to a north shore mother of three needing a yummy mummy makeover to get a new lease on life the cosmetic surgery industry is at an all time boom and growing.

Telling stories that celebrate positive change and powerful body image and also stories that look into the psychology and social zeitgeist of what is perceived as beautiful, in a world increasingly obsessed with superficial and cosmetically enhanced beauty. We have a balance of characters that are seeking to obtain their idea of perfection versus patients that are looking to restore functionality and normality as a result of trauma or debilitating physical anomalies.

We explore both psychological rationale from patients and the medical rationale from Dr's that together create the high stakes, drama's and ultimately the obsession that comes with cosmetic and plastic surgery.

Is Beauty only skin deep? each episode poses this question through compelling, bizarre or extraordinary stories. In an all time Australian first we will be looking at massive reveals and transformations : inside and out.

Each episode will have an A and B story and range from Brazilian bum lifts, to correcting botched surgery to breast implants post-mastectomy. A little something, something for everyone. Exposing the full spectrum of procedures and why people are prepared to risk life and limb to obtain perfection.

We promise not only **sensational transformations** but delve into whether or not the journey was all worth it.

The core audience of women 25-54 will either **relate or love to hate** the eclectic mix of characters we present every week in an ultimate reveal and sociological experiment.

story is key

Each episode will include **2 individual stories**. Most episodes will follow the A & B format but this very much depends on the selection of patients.

story key

Our story key is guided by the class of surgery: extreme surgery and “quick fix” surgery and the stories themselves - Our Triage system will be story driven and hence will dominate more screen time based on the below criteria and ratio:

Story A (1): Hero or Feature story patient choosing to have work carried out due to social pressures **or**

Story A (2): Less intensive but will deliver a big difference both physically and personally or

Story A (3): Patient needing significant work carried out to resolve a major medical problem - extreme surgery

Story B: Patient - quick fix surgery where patients either pursue the “Barbie syndrome” or have a long standing embarrassing issue that needs correction

A, B RATIO , respectively **70 : 30**

We are looking to strike a balance between medical makeovers that pull at the heart strings with more superficially driven cosmetic stories. Therefore A & B stories will be interchangeable

Each episode will feature either a man or woman transition from a 7 to a 10 in either an A or B story.

Audiences will relate or love to hate

Locations: These will vary depending on patient/ story:

- Dr. Zachariah’s surgery - Double Bay, NSW
- A majority of surgeries and patients will be Sydney centric and focusing on the sociological needs of our local microcosmos in the Northern, Southern, Western and Eastern Suburbs.
- The right story may drive us further afield to regional NSW or QLD

overview of potential stories

episode one (sydney swans)

high drama /big reveal

A Ugly duckling 180 degree makeover: Rachel from Inner West, School Teacher aged 36

Rachel's story: Rachel had suffered with her weight for most of her life until 2 years ago after seeing her psychologist she realised her weight gain was attributed to her binge eating her feelings. She has steadily lost the weight through healthy living and exercise but now suffers for an abundance of excess skin. She dreams of wearing a bikini this summer without the fear of judgement and indiscriminate stares. Underneath all that skin is a swan waiting to emerge with a little extra cosmetic help.

Surgery: Body lift weight loss . 12 hour theatre epic makeover cutting off excess skin . From dramatic weight loss of 70kg. This story includes : Body lift, Abdiminoplasty, Brachioplasty, thigh lift, breast augmentation.

B Selfie obsessed 20 something Instagrammer James is age 20, an aspiring instagrammer and self confessed fixer-upper from the Eastern suburbs.

Surgery: Undergoes Rhinoplasty and cosmetic injectable facial enhancements in an attempt to increase his followers and fulfil his dream of being an online celebrity.



episode two (the x factor)

A 19 year old hottie from the western suburbs . Layla from Parramatta is a professional instagrammer aged 19

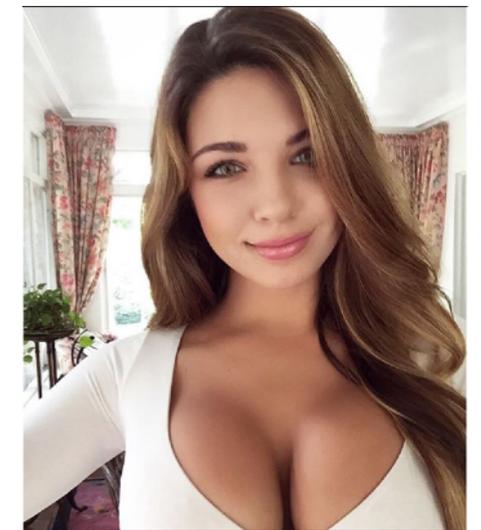
Layla's story: Layla is a self labelled Lebanese princess on a quest for perfection. Sick of using instagram filters and taking pics at just the right angle to accentuate her optimal features, she is ready to go under the knife to get rid of her inherited nose, enhance her bust and prevent the ageing process.

Surgery: Rhinoplasty, breast augmentation, lip fillers, botox and cheek fillers

B X meets Y . Jessica is Reentering the workforce after being a young mum from the southern suburbs aged 40

Jessica's story: Jessica is paranoid about rendering the workforce after a 10 year hiatus bringing up her two kids. Everyone looks young, acts differently and there is whole lot of new buzz words she has no idea about. Jessica needs a crash course in Gen Y lingo and to wipe away the tell tale signs of her ageing GenX wrinkles to stay competitive.

Surgery : Facial rejuvenation , blepharoplasty, botox and fillers



All Episode stories to be cast and confirmed within week 6 of pre-production period by Sept 2018

overview of potential stories

episode three (mother dearest)

A **“Mum and Daughter go under ”** Bianca a 21 year old uni student and her Mum Bethany, 53 from Vacluse

Bianca’s story: Bethany has never been happy with the way she looked and felt , shorter then her mum , not as pretty and certainly not as well endowed as her mum. Genetics are never a guarantee and Bianca feels she drew the short straw when it came to inherited beauty. Whilst never envious of her mother she has always aspired to be pretty and busty and has decided to take the plunge. When she confides in her mother in attempt for both validation and financial support she gets an unexpected response. Her mum wants to reverse the years, by getting a full facelift and a breast lift and suggests they get tandem surgery.

Surgery: Rhinoplasty, breast augmentation, chin implant, teeth veneers , liposuction and the possibility of a chin implant .

B **Bethany’s story:** Bethany was blessed with great looks and great body her whole life. Bethany is an extrovert and always the centre of attention. She has managed to preserve her beauty with a little help from injectables and liquid facelifts over the last decade but alas has been the ultimate victim of earths gravitational pull. After Bianca confides in her for both emotional and financial support, Bethany decides that its time for her to do something more permanent too and decides to have a full facelift and breast lift. Preferring to look like Bianca’s slightly older sister than a 50 something mum. Bianca is unimpressed.

Surgery: Full plane face lift, blepharoplasty to upper and lower eyes, neck lift and breast lift

episode four (man-up)

A **Widower back on the dating scene** - Jack 49 , Farmer from regional NSW .

Jack’s story:

Getting back on the dating scene is a daunting prospect for Jack. He hasn’t been with anyone since his high school sweet heart passed away 2 years ago. After some cojoling from his mates he is ready to meet someone new and is navigating the online dating scene.

But Jack wants to enter the new market with renewed vigour and a new look. Skin rejuvenation after years of sun damage and some ahem...cosmetic enhancements will give a little boost to his confidence

Surgery : Laser Skin rejuvenation, mini facelift, autoplasty, injections, fillers, penis enlargement, hair removal and hair implants

B **Man up .** James, 44 year old wedding planner from Surry Hills

James story: James is always the bridesmaid and never the bride. He has developed a reputation as the best wedding planner in the business, extroverted and flamboyant but years of late nights and parties have started to take their toll. James wants to stay relevant and youthful with a little bit of help from non invasive laser surgery and injectables.

Surgery : Liquid facelift, Laser surgery to tighten up the gravitational force manifesting on his ageing face

overview of potential stories

episode five (life on the field)

A

Heartfelt Battler - Sarah is farmer from Orange with three kids and aged 42

Sarah's story: Mother of 3, works on the land, having recently had a mastectomy after a battle with breast cancer has decided that its time for her to heal mentally, physically and aesthetically. Sarah wants to wipe away her premature ageing brought on by stress, the harsh sun and putting herself last. It's time for Sarah to shine and come into the city for her miraculous makeover.

Surgery: Breast reconstruction, breast augmentation, nipple tattoo, mini facelift, Botox, filler

B

Football Injury - Joseph 22, Footballer, North Sydney

Joseph's story: Joseph is a football lad with a large broken nose. Not as popular as his mates with the ladies as his always been self conscious of his large nose, made even worse by a football injury when he was 19. Joe is ready for a nose job and hopes to go from a 7 to a 10.

Surgery: Rhinoplasty

episode six (7 year itch)

A & B

The Seven Year Itch - Husband and wife Paul and Tamara, marketing manager and PA from the Sutherland shire, aged 41 and 38

Paul and Tamara's Story - Together 15 years and married 7, with 2 kids under 5. After kids, Tamara's libido has decreased and sex is now more painful, she is also self conscious about her post baby body. The couple have not had sex for over 12 months.

Surgery Tamara: tummy tuck and vaginal rejuvenation and breast lift. Paul decides to spruce things up by getting a penis enlargement.

how will it work? (format)

(SEGMENT 1) INTRO

Location - Double Bay - Dr. Zacharia's rooms

We are introduced to our 2 characters. They each share their life goal and physical and emotional gripes. Stories A & B present themselves.

-We are introduced to Dr. Michael Zacharia who presents as an expert discussing each patient with resident psychologist. They discuss histories, motivations and decisions around what they will or won't be able to do for them.

(OPENER) 1 MIN OVERVIEW OF SHOW PREMISE

(SEGMENT 2) PATIENT HISTORIES.

We will get a full 360 degree view of what each patient looks like before surgery while the doctor illustrates obtainable surgical and non surgical recommendations that he and his team will be striving for. The recommendations will be illustrated via graphics and animated before and after demonstrations.

A STORY (Patient choosing to have work carried out either aesthetic or essential or both)

B STORY (Patient wanting quick fix surgery for an aesthetic or embarrassing issue : motivations will vary)

The categories for A & B stories can be interchangeable

(SEGMENT 3) CONSULTS & SURGERY

High stakes of surgery - the pain and drama that ensues with their decision and how patients and their loved ones are coping with this taxing process. At this stage the viewer is kept in the dark using evasive filming techniques so as not to expose the transformation.

A & B STORY

(SEGMENT 4). RECOVERY

A & B STORY

Through the episode we will work with Dr Zacharia and a team of surgeons and a combination of treatments and medical technology to help each patient along their journey. A female VO will link narrative and give an overview and segue between patients and segments. A countdown to the reveal date will take the audience on this journey as they stay engaged for the ultimate payoff . Focusing primarily on story A

(SEGMENT 5) THE BIG REVEAL

The Doctor invites stories A & B in studio and their friends, family and experts will be reminded of their 360 degree BEFORE's. One by One the patients will enter the studio made up and looking sensational. We then have a look at a step by step 360 degree AFTER side by side with the before as doctor and patients VO talks through the changes, trials and tribulations accompanied by on screen graphic animation to give the viewer a rundown of what was involved in their transformation.

Each patient talks to Dr Zacharia about how their life has changed, be it for better or worse and if their ultimate goal introduced in segment 1 was all they had imagined or only skin-deep.



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8 x 30' HD & 4K



SUCCESS

Our first show in this genre 'changing faces' was the No.1 rated show on Style Channel in AU & NZ . Launched at Mipcom in 2015 and distributed by TCB Media rights in the UK has sold into Europe, North America and Asia.

'Unveiled' launched on E! In 2017 as the No.1 show outranking the Kardashians. Launched at Mipcom 2017 and sold into BBC, Netflix and Channel 9.

'Unveiled' was in the top 10 Netflix shows in the US and UK in FEB MARCH and APRIL 2018 securing a 2nd license and affirming the insatiable appetite for this category globally'



budget

For 8 x30 episodes in HD & 4K - Allowing for 2 stories and the cost for the operations per episode, we can deliver to the network at A\$165K per episode.

412 Entertainment may be able to source integrated branded sponsorship to subsidise total investment (to be discussed)

schedule

3 months pre-production
6 months production & patient recovery
3 months post production



412 has vast experience and contacts in the cosmetic and plastic surgery industry and primed to evolve the transformation reality show even further. Skin Deep departs from the superficial to create a compelling series that not only pulls at the heart strings but validates audiences with an affirmative message and huge reveal and transformations both inside and out.



Original content creation, development and production.

We create stories and align with distribution partners to produce compelling and engaging content for audiences in today's marketplace.

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